



# Media Kit

# About the Publication



Orlando Family Magazine is a trusted resource designed to inform, serve and enrich local families and parents throughout the greater Orlando area with parenting ideas, fun family activities and a wide variety of invaluable resource guides.

## FEATURES

Orlando Family Magazine offers editorial coverage on a range of topics that are on the minds of today's parents. Most of the articles are locally angled providing our readers with useful information to help them raise healthy, well-adjusted children.

## IN EVERY ISSUE

### Family Fun

Every month we will provide fun filled ideas that the entire family can enjoy together from simple crafts, games and recipes to home activities to exciting, adventurous places to visit throughout Central Florida.

### The Parent Blog

Parents share the good, the bad, and the funny foibles of parenting.

### Making a Difference

A monthly column designed to offer charitable ideas that will inspire the entire family to work together to make a positive difference in the lives of others in our community.

### Health and Wellness

Editorial that focuses on a wide variety of valuable health and fitness topics that pertain to the entire family.

### Movie Review

Provides detailed information pertaining to the latest movie releases so that parents can make informed decisions.

### Book Buzz

Orange County Librarians recommend their top selections in the world of children's books.

### Tech Talk

Editorial that helps parents understand and guide the online activities of their children, as well as to learn new helpful tools to assist with the busy life of the family.

### Calendar of Events

Editor's hot picks on family-friendly festivals, stage performances, exhibits and extravaganzas that are taking place each month throughout the greater Orlando area.

## GUIDES

Every month, Orlando Family Magazine will include a resource guide with useful information specifically for parents including summer camps, birthday parties, after school activities, private schools, special needs and more.

## FAMILY RESOURCES

A valuable resource tool for families seeking products or services for Party Planning, Photography, Murals, Gifts, Retail, Classes, Tutoring, Health & Beauty, Home & Garden, Travel and many more.





# Target Audience

## Audience:

Families with children living in the home

## Children in Household:

Ages 0 to 2.....	14%
Ages 3 to 5.....	14%
Ages 6 to 10.....	30%
Ages 11 -15.....	32%
Ages 16 -17.....	10%

## Household Income:

\$60,000 - \$79,000.....	30%
\$80,000 - \$99,000.....	39%
\$100,000 - Plus.....	48%

\*Source: Acxiom



Jeff learned savvy tips on how to plan for his kids' college education.

Rhonda is reviewing the Private School Guide to find a new school for her kids.

Madison is looking at the Events Calendar to see what fun things the family can do together.

Devin can't wait to try the "Floating Water" science experiment by OFM's Carbon Knight.



# 2013 Editorial Calendar



## January 2013

### Baby

### Pediatric & Obstetrics Guide

Space Deadline: December 5

Artwork Deadline: December 14

## February 2013

### Family Fit Lifestyle

### Health & Fitness Guide

Space Deadline: January 4

Artwork Deadline: January 11

## March 2013

### Eco-Friendly Lifestyle

### Preschool Guide

Space Deadline: February 6

Artwork Deadline: February 15

## April 2013

### Spring Garden

### Summer Camps Guide

Space Deadline: March 6

Artwork Deadline: March 15

## May 2013

### Travel

### Summer Camp Guide

Space Deadline: April 5

Artwork Deadline: April 12

## June / July 2013

### Summer Fun

### Home Guide

Space Deadline: May 8

Artwork Deadline: May 17

## August 2013

### Back to School

### After School Activities Guide

Space Deadline: July 5

Artwork Deadline: July 12

## September 2013

### Arts & Culture

### Orthodontics Guide

Space Deadline: August 7

Artwork Deadline: August 16

## October 2013

### Fall Fun

### Pet Guide

Space Deadline: September 6

Artwork Deadline: September 13

## November 2013

### Everything Teen

### Private School Guide

Space Deadline: October 4

Artwork Deadline: October 11

## December 2013

### Tis the Season

### Holiday Guide

Space Deadline: November 6

Artwork Deadline: November 15

**To Advertise Call**  
**407.648.7002**

# Why Advertise with Us?



- 1. Competitive Rates.** Our rates are price competitive so that even the smallest business can afford to promote their products and services directly to potential customers. Advertisers can save money by taking advantage of our zoned pricing.
- 2. Targeted Zones.** Orlando Family is the only local parenting magazine that offers advertisers zoned rates. Our advertisers can promote their product and services right where their potential customers live, work, and play without having to pay to advertise to readers located outside of their market area.
- 3. Excellent Demographics.** Parents are one of the top consumer groups. Advertising in Orlando Family puts your ad directly in the hands of these key decision makers. Orlando Family readers are well-educated, affluent, consumer-oriented parents with children between the ages of 0 and 15. Thirty-nine percent (39%) of our readers have a household income of more than \$100,000.
- 4. Market Concentration.** Orlando Family has the largest concentrated distribution of any other local family publication in the market. We deliver 12,000 copies to each targeted zone.
- 5. Home Delivery Distribution.** Our readers do not have to search all over town to find us! Orlando Family Magazine will deliver your message directly to the homes of your potential customers. No other local parenting publication in the market delivers to more homes than Orlando Family.
- 6. Longer Shelf Life.** Orlando Family provides extensive family-related information with expert advice on parenting, health, entertainment and a variety of resource tools, including movie reviews and a calendar of events that will inspire readers to hold on to their copy for future reference.
- 7. Free Monthly Publication.** Orlando Family delivers a free publication to families on a monthly basis in order to keep our readers informed on current parenting information and seasonal events.
- 8. Quality Product.** Orlando Family offers an attractive 8 3/8" x 10 7/8", glossy-page format which parents will enjoy reading from cover to cover.
- 9. Outstanding Website.** Orlando Family's website is a valuable reference tool for families to access all of its printed articles, family fun activities, resource guides, as well as an interactive calendar around the clock. Digital copies of our magazines will be placed on our website for readers to freely access anytime, anywhere with the ability to link directly to our advertisers' websites. Advertisers will have additional opportunities to promote their products and services through our online resource guides, ad spaces and page sponsorships.
- 10. Graphic Design Services.** Orlando Family's entire staff works hard to bring our readers the best family magazine available, including our professional graphic design services available to our advertisers at no cost.

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# 2013 Print Ad Rates



Orlando Family Magazine offers two market zones for advertisers to promote their products and services directly to active families within their targeted region. A wide variety of ad sizes are available to fit every advertiser's budget.

## ONE ZONE - (12,500 Distribution)

DISPLAY AD RATES	1x	3x	6x	12x
Full Page	\$1,225	\$1,125	\$1,025	\$950
2/3 Page	\$1,025	\$925	\$850	\$775
1/2 Page	\$675	\$600	\$575	\$525
1/3 Page	\$475	\$425	\$395	\$350
1/6 Page	\$250	\$225	\$200	\$185

PREFERRED POSITIONS (based upon availability)	1x	3x	6x	12x
Back Cover	\$1,750	\$1,600	\$1,300	\$1,365
Inside Front / Back Covers	\$1,625	\$1,495	\$1,375	\$1,265
Inside First Right	\$1,550	\$1,425	\$2,600	\$1,200

FAMILY RESOURCE GUIDE (3 consecutive months minimum)	
Junior (2.39" x 1.59")	\$75
Standard (2.39" x 2.83")	\$150

## Southwest Orlando

Windermere, Dr. Phillips, Metrowest, Winter Garden, Ocoee, Gotha and Hunter's Creek

## Central Orlando

Downtown, College Park, Baldwin Park, Winter Park, Delaney Park, Conway and Maitland

## TWO ZONES - (25,000 Distribution)

DISPLAY AD RATES	1x	3x	6x	12x
Full Page	\$2,225	\$2,050	\$1,875	\$1,725
2/3 Page	\$1,850	\$1,700	\$1,575	\$1,225
1/2 Page	\$1,225	\$1,125	\$1,050	\$950
1/3 Page	\$850	\$795	\$725	\$675
1/6 Page	\$475	\$425	\$400	\$375

PREFERRED POSITIONS (based upon availability)	1x	3x	6x	12x
Back Cover	\$3,500	\$3,220	\$2,962	\$2,725
Inside Front / Back Covers	\$3,250	\$2,990	\$2,750	\$2,530
Inside First Right	\$3,100	\$2,850	\$2,600	\$2,400

FAMILY RESOURCE GUIDE (3 consecutive months minimum)	
Junior (2.39" x 1.59")	\$125
Standard (2.39" x 2.83")	\$275

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\*All rates are net per month and subject to change.

# 2013 Online Ad Rates

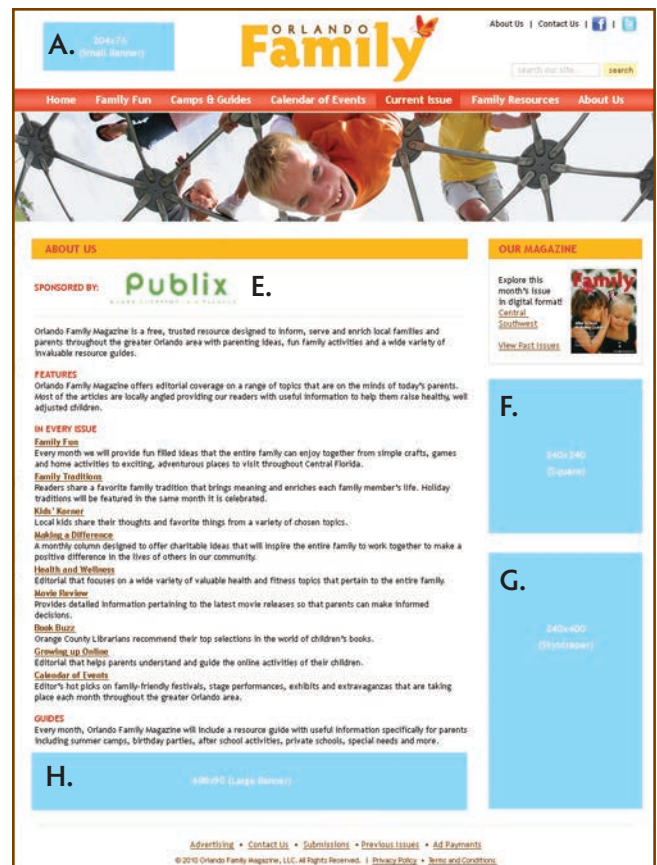


Orlando Family Magazine offers busy parents easy access to family fun ideas, health topics, local events, resource guides, and an array of information on family-related matters around the clock. A digital version of Orlando Family's printed magazine is available online with direct links to advertisers' websites.



## HOME PAGE OPPORTUNITIES

<b>A. Small Leader Board Banner</b>	(204 x 76 pixels)	\$300
<b>B. Small Rectangle</b>	(180 x 150 pixels)	\$195
<b>C. Medium Banner</b>	(468 x 74 pixels)	\$175
<b>D. Large Banner</b>	(680 x 90 pixels)	\$150



## SUBPAGE OPPORTUNITIES

<b>E. Page Sponsorship</b>	(Logo)	\$100
<b>F. Square</b>	(240 x 240 pixels)	\$125
<b>G. Skyscraper</b>	(240 x 400 pixels)	\$175
<b>H. Large Banner</b>	(680 x 90 pixels)	\$125

## CAMPS / GUIDES

**Enhanced Directory Listing** \$75/year  
Includes logo, 50 Word Description

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This is a sample layout of website and is subject to change

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# Artwork Specifications



## AD REQUIREMENTS AND SUBMISSIONS

- Ads should be submitted in high resolution PDF format, with all fonts and images embedded at 300 dpi resolution. All colors must be converted to CMYK color space (no spot or RGB colors will be accepted).
- If you are unable to send your ad in PDF format, we can accept these additional formats: (.EPS - .JPG - .PNG - .PSD - .TIF). Ads submitted in these formats are also required to be high-resolution 300 dpi and in CMYK color space.
- Ads sent as web graphics or at low-resolution formats will run as such. OFM is not responsible for incorrect file formats being submitted. A proof will be emailed to you for your approval.
- If you would like an existing ad edited with new or updated content, we accept ads in these formats: (Adobe CS including Adobe Illustrator, Adobe InDesign and Adobe Photoshop). Please send the layered native document along with all links, fonts, graphics, logos, etc. If an existing flattened ad document is submitted for edit, we are limited in what we can do with it.
- All blacks should be built as "rich blacks" C-65%, M-65%, Y-65%, K100%.
- Artwork submitted that does not meet the exact criteria listed here will incur a production charge of \$85.00 per hour.
- Web ad submissions, send (.JPG or static .GIF) at 72 dpi resolution. No Flash (.SWF) or (animated .GIF) files.
- All artwork can be e-mailed to [production@orlandofamilymagazine.com](mailto:production@orlandofamilymagazine.com).

MONTHS / ISSUES		SPACE DEADLINE		ARTWORK DEADLINE	
January	2013	December	5	December	4
February	2013	January	4	January	11
March	2013	February	6	February	15
April	2013	March	6	March	15
May	2013	April	5	April	12
June / July	2013	May	8	May	17
August	2013	July	5	July	12
September	2013	August	7	August	16
October	2013	September	6	September	13
November	2013	October	4	October	11
December	2013	November	6	November	15

## VALUE ADDED CREATIVE SERVICES:

- Orlando Family Magazine will produce your four color ad, at no cost, for placement in our magazine only. If you would like to purchase your ad for use in alternate publications, an additional fee of \$200.00 is required.

AD MAT SPECIFICATIONS				
Ad Size	Ad Info	Bleed Size	Width	Height
Full Page	No Bleed		7.375"	9.875"
Full Page	Bleed	.25 x 4"	8.875"	11.375"
Full Page	Trim		8.375"	10.875"
2/3 Page	Vertical		4.75"	9.875"
2/3 Page	Bleed	.25 x 4"	5.75"	11.375"
1/2 Page	Vertical		4.834"	7.25"
1/2 Page	Horizontal		7.375"	4.834"
1/3 Page	Vertical		2.25"	9.875"
1/3 Page	Square		4.75"	4.857"
1/6 Page	Vertical		2.379"	4.802"
1/6 Page	Horizontal		4.817"	2.379"

RESOURCE GUIDE		
Ad Size	Width	Height
Junior Ad	2.39"	1.59"
Standard Ad	2.39"	2.83"

### AD MAT LAYOUTS

### RESOURCE GUIDE LAYOUTS

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